

#### Website

aebs.ecnu.edu.cn



#### AEBS Campus Address

Building A1, Zizhu International Education Park,  
155 Tanjatang RD, Minhang District,  
Shanghai 200241, P.R. China

#### Contacts

Cindy Zhang

**AEBS** International Recruitment

Email: xzhang@aebs.ecnu.edu.cn

Tel: +86-21-61911350



華東師範大學亞欧商学院

(与里昂商学院合办) JOINTLY OPERATED BY ECNU  
AND EMLYON BUSINESS SCHOOL

ASIA EUROPE BUSINESS SCHOOL OF EAST CHINA NORMAL UNIVERSITY



# Bachelor Program in Management

Global BBA

YOUR NEW FRONTIER





TWO INTERNATIONAL INSTITUTIONS JOINING  
FORCES TO CREATE A NEW BUSINESS SCHOOL



East China Normal University

**History:** founded in 1951 in Shanghai  
**Ranking:** One of the leading universities in China. Part of the "Double First Class University Plan".

Ranked 13-16 in Chinese Mainland and 351 in the world (THE Ranking 2022)  
12 disciplines were rank among the world's top 1% by ESI (2019)  
**Faculty:** Among its 4,000 strong faculty, 1,969 are professors and associate professors, including 18 academicians from the Chinese Academy of Sciences or Chinese Academy of Engineering.  
**Multi-discipline university:** 4 faculties, 33 full-time schools, 58 departments  
**International partners:** more than 200 internationally renowned universities and academic institutions  
**International students:** around 5,000  
**Campuses:** two campuses in Minhang and Putuo District, Shanghai. A total area of over 207 hectares



emlyon business school

**History:** founded in 1872 in France  
**Ranking:** Top 2 business school in France, Top 38 in the world (THE Global University Employability Ranking 2021)

**International students:** 8,900 students on campus, 40% non-French, 80 nationalities represented; 6,900 Executive programs participants  
**International faculty:** over 140 permanent professors, 80 visiting professors and overseas guests  
**International partners:** 156 foreign partners  
**Multi-continent campus:** 6 campuses  
Lyon, Saint Etienne, Shanghai  
Paris, Bhubaneswar, Mumbai  
**Global alumni network:** 35,700 Alumni in 120 Countries  
**Signature of emlyon business school:**  
globalization, digitalization, entrepreneurship



華東師範大學 亚欧商学院  
(与里昂商学院合办)  
JOINTLY OPERATED BY ECNU  
AND EMLYON BUSINESS SCHOOL  
ASIA EUROPE BUSINESS SCHOOL OF EAST CHINA NORMAL UNIVERSITY

Asia Europe Business School

Co-founded by **East China Normal University** (Top 15 in Mainland China) and **emlyon business school** (No.2 business school in France, Top 20 in Europe), located in Shanghai, the most vibrant international metropolis, Asia Europe Business School is the unique business school that crafts cross-disciplinary talents. Asia Europe Business School has the ambition to build the future global business leaders and ambassadors of the Belt and Road, combining Eastern and Western wisdom, best management practices, and a high level of social responsibility.

Developed to train global entrepreneurs and business leader, AEBS will combine the excellence of **East China Normal University** in the humanities and social sciences with **emlyon business school's** excellence in entrepreneurial management and innovation. The school is expected to have students in various programs: bachelor, master, MBA and Ph.D.

DISTINCTIVE FEATURES

- **Four years of global experience:** enriching and vibrant experience in China and France
- **Multi-language competency:** fluent Chinese and English, and some French, will give you a distinctive advantage
- **Two specializations:** Innovation & Entrepreneurship, Artificial Intelligence & Business ... giving early insight into career prospects and postgraduate education
- **Teaching innovation:** digital and blended learning, project-based learning
- **High employability:** extensive internship opportunities, corporate mentorship, business seminars, practice-based coursework (e.g. ICP)

PROGRAM AT A GLANCE

Duration	4 Years (full-time)
Language*	All courses are taught in English
Teaching approach	Combining courses, tutored projects and periods in companies
Academic pathway	<p><b>Option 1:</b> Bachelor of Management of ECNU</p> <p><b>Option 2:</b> Double Degree Bachelor's Program of Business Administration between ECNU and <b>emlyon</b> business school (2 years in China+2 years in France)</p> <p><b>Option 3:</b> Bachelor of Management of ECNU &amp; Master of Science in High-end Brand Management of <b>emlyon</b> business school (3,5+0,5+1, one semester in France)</p>
Start of program	Early September
Application deadline**	June 15 <sup>th</sup>
Application fee	CNY800
Tuition fee***	CNY216,000 / (ECNU 4 years)

*\*Chinese language skills are not required for enrollment, but the HSK 4 certificate is a precondition for receiving the Chinese degree*  
*\*\*Interviews will be arranged once a month from January; early application is encouraged because the number of program participants is limited*  
*\*\*\*Tuition only includes ECNU Bachelor Degree; **emlyon** business school tuition fee of the 3rd and the 4th year is in addition for the double degree option.*

ENTRY REQUIREMENTS

**Academic:** High School Diploma with transcripts  
**English:** IELTS 6.0/TOEFL ibt minimum 85 or equivalent  
**Others:** A face-to-face or skype interview is required

CAREER DEVELOPMENT

AEBS's Career Development Center (CDC) provides personalized consulting and placement assistance, powered by its strong relationship with local and multinational companies, and through its powerful alumni network. Highly valuable service includes: career mentors, career coaching, career consulting day, company visits, summer internship programs, employer presentations, job postings.

